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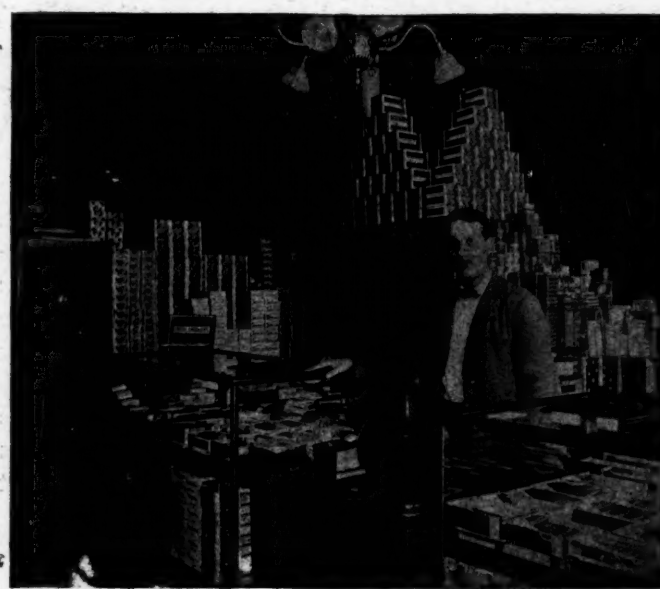
THE

CIGAR

STORE

A MONTHLY MAGAZINE FOR THE RETAILER

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INTERIOR VIEW OF AMOS R. STORER'S STORE, BOSTON.

The Cigar Store Publishing Co., 50 Times Building, New York

Entered at New York Post Office as second class matter

GENEROUSLY
GOOD.

NIGHT
OR DAY
YOUR
CUSTOMERS
WILL CALL
FOR

GEO. W. CHILDS
5c Cigar.

CHAS F. JONES N.Y.

Every dealer, whatever may be his business, wants to be identified with the best thing in his line. It adds character to his store, it gives confidence to his customers.

The cigar dealer who sells the Geo. W. Childs is identified with the best and most successful 5c. cigar ever made. 39,152,000 sold in 1898, perhaps more than any other two 5c. cigars.

The Metropolitan Tobacco Co., the largest wholesale tobacconists in America, after months of investigation as to the merits of all the leading brands, decided to accept the New York Agency for the Geo. W. Childs.

HARBURGER, HOMAN & CO.,
NEW YORK. PHILADELPHIA.

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THE CIGAR STORE MAGAZINE

TABLE OF CONTENTS FOR SEPTEMBER, 1899

	Page.
Discovery of the Jacobs' Counterfeits,	67
With Local Manufacturers,	70
Bill Board Advertising (Illustrated),	71
Window Dressing Department (Illustrated)	72
Ingersoll's Tribute to Tobacco,	73
The First Meerschaums,	73
Chats With Retailers,	74
Free Match Distribution,	76
To Color a Meerschaum,	76
A Disastrous Fire—Bernard Stahl & Co.,	76
Tobacco Trust News,	77
An Albany Cigar Store (Illustrated),	79
A Good Thing for Wheeling,	78
Florida Law Unconstitutional,	78
Dreyfus Cigarette Papers,	78
An Attractive Store (Illustrated),	80
Sold To the Trust—Buchanan & Lyall,	81
What Others Say,	81
Puns on the Trust,	86
Enlarged Their Factory—Sanatol Tob. Co.,	86
Egypt Grows No Tobacco,	88
Edison's Introduction to Tobacco,	89
Queries Answered,	89
Retailers' Review,	90

Editorials :

Your Customers' Wants—Retailers' Association—Courtesy Costs Nothing,	80
--	----

Correspondence :

Chicago Chatterings,	82
Philadelphia Pencillings,	82
St. Louis Scintillations,	83
Tampa Topics,	84
Buffalo Briefs,	85
San Francisco Siftings,	85
Cleveland Chroniclings,	85

NOTICE: Please remember we shall always be glad to publish communications and letters from Retailers, Jobbers and Manufacturers throughout the country on matters of interest to the Man Behind the Counter. Good stories, humorous or otherwise, are always acceptable.

THE CIGAR STORE PUBLISHING CO.,

Telephone, 3707 Cortlandt.

50 Times Building, New York.



Increase Your Profits

Mr. Dealer, you can increase your profits by selling the **BANQUET HALL LITTLE CIGAR**.

We are absolutely sure about that. Lots of dealers are doing it now, and right now is the time for you to commence.

We are advertising it extensively, and distributing large numbers of sample boxes by mail.

It is an excellent little cigar with a Havana filler.

It sells on its high merits.

It sells because of its popular price—ten for ten cents.

It sells because of the neat, convenient way in which it is packed.

The handsome tin boxes each hold ten cigars. They are about three and one-half inches square, and less than three-eighths of an inch thick—just right to carry in the pocket.

Put a stack of these attractive boxes on your show-case and lots of your regular customers will buy them in addition to the cigars they buy regularly. And they will smoke more because these are just the "in between times" short smokes that they are now getting along without.

There is a good, liberal profit on **BANQUET HALLS**.

Write to us about them.

M. Foster & Co., Makers,

1059-1063 Third Avenue,

New York City.

CHARLES AUSTIN HATFIELD

THE CIGAR STORE

A MONTHLY MAGAZINE FOR THE RETAILER.

VOL. II.

NEW YORK, SEPTEMBER 1899.

No. 3.

DISCOVERY OF THE JACOBS' COUNTERFEITS.

THE details of the events that led to the capture and arrest in the 9th District of Pennsylvania, last April, of the boldest gang of counterfeiters that ever operated in this country, form a remarkable story, and when told by the man who worked fourteen months to effect the capture—Wm. J. Burns, first assistant to Chief Wilkie, of the U. S. Secret Service Bureau—there is an added interest. Still more interesting to the retailer is it, in view of the fact that the leader of this bold gang was the now well-known Wm. M. Jacobs, the proprietor of factory No. 3741, 9th Dist. of Penn., who sold many millions of cigars throughout the country bearing bogus revenue stamps.

It was in January, 1898, that a \$100 currency note of the "Monroe head" issue was sent to the U. S. Treasury from the sub-treasury in Philadelphia, with a query asking how a bill with a blurred seal happened to get into circulation. The seal is always printed in red in one corner of the bill, and the Treasury Department never allows a note defective in any way to be circulated. When the defect on this treasury note was noticed in the sub-treasury in Philadelphia, several experts pronounced it genuine, and so nothing was said about its being counterfeit in the letter that accompanied it to Washington. Nor did the Treasurer in Washington suspect such a thing until he had ascertained beyond a doubt that the note had

never gone out of the bureau of printing and engraving. Then the note was sent to the Secret Service Bureau, and Chief Wilkie, then newly appointed to the office, took the case in hand. At that time Mr. Burns was in another part of the country on a dangerous mission connected with the Spanish war, but when he returned to Washington in a few weeks he was ordered to begin the search for the counterfeiters.

"There was absolutely no clew to follow," says Mr. Burns. "We knew that the bill came from Philadelphia, and that was all we did know. A close examination showed that it was not a piece of copy work and I decided that photo etching on steel was the method used. Now there are only a few men in this country who are able to etch steel, and this piece of work was so perfect in every detail that many experts still insisted it was not a counterfeit. It was undoubtedly the work of an expert etcher.

"I went to Philadelphia and spent many weeks visiting engravers, pretending to each that I had a particular piece of work I wanted done, and to each I suggested that the work could be best done by the photo-etching process on steel. In this way I learned the name of every man in Philadelphia who could etch on steel. Then, by bringing myself in contact with several engraving firms, I decided that the men who were in some way implicated were Taylor & Bredell.

Their offices were on the fourth story of an out-of-the-way building, but I did not visit them at all. In a quiet way I found out that they did little outside work, because their charges were exorbitant, and also that Taylor, who is an Englishman, was one of the most expert steel etchers in this country.

"The next step I took was to rent a room across the street from the building in which their establishment was located. I represented to the landlord that I worked nights, and so he did not think it strange that I should remain in my room all day. In this way I kept constant watch of every one who went in or came out of the building. And when the two men came out of the building one day to go on a trip somewhere, I ordered a man to shadow them. Without their knowledge he followed them to Lancaster, Pa., and to the office of the W. M. Jacobs Cigar Co. Then the scene shifted to Lancaster.

"The Jacobs factory was a large one, employing about 700 hands and turning out about two million cigars each week. After ascertaining that the two engravers made frequent trips to Lancaster, and always went to see Jacobs, I began to wonder if they were not putting their talent to use in some other line, and, buying two boxes of Jacobs' cigars, I found that the revenue stamps on them were counterfeit. When I told this to the revenue officials in Lancaster they laughed at me and said it was an impossibility. But a close examination of the stamps showed that they were bogus. The time to act had not yet come, however, and no arrests were made then.

"Meanwhile the counterfeiters were in some way informed that I was after them. Through a Government official they were made to believe, however, that I could be bought, and they actually paid out \$1,000 a month for several months, thinking I was getting the money. This, of course, made them feel secure, but at the same time they had

a desire to see me. That brought about an amusing state of affairs. Those men begun hunting me when I was with them almost daily and they didn't know it.

"Following this, Secret Service men shadowed Taylor, Bredell, Jacobs, a man named Kendig, who was the printer of the counterfeit stamps and bills, and a young fellow named Burns, who was also an accomplice. I knew their exact movements every hour of the day and night, and, further than that, I knew the contents of the letters they received, although we did not open them. They have told me since their arrest that this seemed impossible to them; that they marked each letter they sent each other with marks that would show the least tampering, and, seeing these marks unchanged, they thought no one could possibly have read the letters. Meantime I had secured a key to the office of Taylor & Bredell, which was always locked. This is how I got the key:

"I formed an acquaintance with their office boy on the street one evening, and then went down to a costumer's and bought a velvet suit that I thought would fit him. A few evenings later I had one of my men meet the boy on the street. He asked him how he would like to get a situation at the Walnut Street Theatre of evenings during the winter. The boy was much pleased at the offer, and gladly accompanied the man to the room in which I was concealed. When they reached the room the boy took off his clothes to try on the velvet suit, and my man took him in the next room to 'show a friend.' While he was gone I went through his pockets, found the office key and took it down-stairs to a locksmith, who quickly made me a duplicate. I then replaced the key in the boy's pocket and he went his way, none the wiser.

"After I had gone through their offices I was absolutely certain they were the guilty ones. It was an

ideal place for carrying on such work, though they only did the etching there. The printing was done in the third story of a warehouse building in Lancaster, supposed to be a tobacco warehouse. There was tobacco on the first floor, blue paper for the cigar stamps on the second, and one of the most perfect of printing outfits on the third. Just to give an idea of the kind of men we had to deal with I will tell you how Kendig got the blue paper on which to print the cigar stamps.

"Very few persons know that the paper on which these stamps are printed has a water mark, 'U. S. I. R.,' standing for United States Internal Revenue. It was then being made for the Government by a mill in Holyoke, Mass. Kendig went to that mill, bribed one of the employees to get him a sheet of the paper, for which he paid \$50 then returned to Philadelphia, where he opened up a small shop for the sale of a medicine manufactured by the 'Indian River United Syrup Company.' Then he went to an old man who owned a paper mill in Chambersburg, told him about this company, and said that the man who had been his partner had quarreled with him and had started out to manufacture the same remedy.

"I want to fix it so my medicine may be positively identified," said Kendig, "and I think the best way is to have the initials of the company water marked in the wrappers, which may be blue, green, red, or any color I may decide on." The old man, of course, had no idea that he was aiding a fraud, and as Kendig wanted the entire output of the mill for several weeks, he was glad to accommodate him. Kendig 'decided' on blue, had the sheets made the same size as the Government paper, and the water-mark 'I. R. U. S.' ran together, and when cut up made exactly the same combinations as in the genuine paper. Tons upon tons of this paper were shipped to the medicine company in Philadelphia and there packed in tobacco boxes and reshipped to

Lancaster to be stored. By the cleverest of work the factory only bought of genuine revenue stamps about one-third of all they used, and so the revenue officials never suspected any fraud.

On April 18th the Chief decided that it was time to make the arrests. That afternoon he and I went to the office of Taylor & Bredell, and as the door was locked, waited outside for the men to come. At last Taylor came up the stairs. I had several boxes under my arm and told him I had something for him. He unlocked the door, and just as we stepped inside I produced the warrant, caught hold of him and handcuffed him. He protested that I had made a mistake, but I did not agree with him. Then we guarded him until Bredell came along, worked the same game again, and got Bredell. Half a dozen men who were within call then took charge of the two, and we went to Lancaster to arrest Jacobs. Kendig and Burns.

"We got Kendig and Burns first, and then I went down to the factory to arrest Jacobs. I was not positive which man was Jacobs when I entered the office, so I asked the clerk to sell me some cigars. I argued the price and he said he would ask Mr. Jacobs. As he turned to do so, I stepped up to Mr. Jacobs and he seemed to realize at once that the game was up. He tried to buy me off, but I told him it was too late. The men are all in prison now awaiting a hearing. Only 100 of the \$100 notes were printed, but we have nearly all of them, and those still remaining will not be out long. It was the boldest scheme to defraud the Government by counterfeiting that the Treasury Department has any record of, and it almost makes me shudder to think that in a few more months they would have been using the U. S. sub treasuries to distribute their bills. They would have been so nearly perfect, too, that it might have been a number of years before the counterfeit was discovered."

With Local Manufacturers.

MFOSTER & CO have brought the label of the Charles Dickens cigar right up to date and will revive this brand and make a strong push on it. Dealers throughout the country are loud in their praise of Banquet Hall little cigars, on which Foster & Co. are behind in shipments, and distributors are continually calling for more. The popular Dewberry 5c. cigar is also selling remarkably well and is a pleasing smoke. The salesmen of this house visited headquarters last month, but are now back on the road calling on the trade with new samples.

At the factory of P. Pohalski & Co. business grows larger as the months pass by. The label of the First Consul, a brand well-known everywhere, has lately been improved in richness of coloring, though the design remains the same. This brand, as is also Monte Cristo, is selling as fast as ever and new accounts are being opened by the hustling salesmen covering the country.

E. Kleiner & Co. are now occupying the whole of the five-story building at 320-322 E. 62d St., an enlargement of their manufacturing quarters being made imperative by the rapidly increasing business. Since the change dealers have been supplied with George the Great, Wide Awake, General Montgomery and other brands of the house more promptly than of late and now the firm will be better able to cope with their large shipments.

An attractive piece of advertising which is being put out by S. Ottenberg & Bros. represents the Hon. Chauncey M. Depew, the distinguished after dinner speaker, with his head thrown back and indulging in a hearty laugh. Mr. Depew good naturedly posed before a photographer for this picture, the nega-

tive of which was secured by the Ottenbergs, who have had it copyrighted and enlarged in carbon reproduction to be used for advertising the Chauncey M. Depew cigar. It is an artistic piece of work, showing the popular Senator as he looks when in a happy mood and will be recognized by anyone at first sight. The summer months have had no effect on the sale of the Chauncey M. Depew and the factory continues very busy.

A. E. Farmer & Co., well-known as the distributors of Athos clear Havana cigars, have removed from 699 to 640 Broadway—Empire State Building—where they have larger and much better quarters. They are meeting with as much success in the distribution of Illoway, Werner & Co.'s Herbert Spencer, seed and Havana, a brand recently taken hold of, as has heretofore characterized their work with clear Havana goods. Geo. S. Robinson, formerly well-known to the trade in connection with Seidenberg & Co. and the Hilson Co., has connected himself with Farmer & Co. to make a push on Herbert Spencer, for which there is a great demand in N. Y. City. Mr. Farmer is also personally looking after the brand's interests and has placed it in some of the largest hotels and leading clubs of the city.

The surprise of the month was the sale of the Health Tobacco Co. to the A. T. Co. This company, which started in business a few months ago to make cigars under the process of Prof. Gerold, of Germany, rendering the nicotine harmless by neutralizing in process of manufacture, has been very successful and Health cigars are to be found in many of the representative stores. The price paid by the Trust for the business is not made public.

E. M. Schwarz & Co., the busy up-town manufacturers, are having

trouble in keeping abreast of orders, though their force of cigarmakers has recently been increased. American Inventors still takes the lead, with Rough Rider and Manila Girl following close behind in point of large sales.

The Hilson Co. is now using an old idea, but with a new and interesting subject, of advertising Hoffman House little cigars. This is a series of 25 pictures of the U. S. warships and those of Cervera's destroyed fleet, one of which is placed in each box of the popular little cigars. These pictures are reproductions from genuine photographs taken by the correspondents of the N. Y. Journal during the war.

L. Miller & Sons are also using a similar idea of advertising LeRoy little cigars, in each package of which is placed a colored photograph of one of Uncle Sam's formidable war dogs. LeRoys are keeping the factory rushed and ever gaining in popularity as the brand gains in years.

Bill Board Advertising.

Bill board advertising of late has become a great "fad" with manufacturers of cigars and tobacco, and to-day the brand that is not represented on the dead walls and fences throughout the city, and in fact all over the country, is really "not in it," if we are to believe what the bill posters say. The advertiser wants to reach the consumer and this, of course, is an impressive and striking way—to throw a barn or fence full of "paint talk" at every passerby—and even though everyone reads it, the effect is still unknown. Many of these displays

are most expensive and it is problematical if the advertiser ever receives adequate returns for the large sums expended.

Harburger, Homan & Co. are extensive advertisers along this line and their Geo. W. Childs 5c. cigar is probably the best advertised cigar in the country. The accompanying half tone illustration is undoubtedly quite familiar to our



readers, and is but one of the many handsome displays used by this enterprising firm.

One dollar invested in a year's subscription to THE CIGAR STORE MAGAZINE will pay you better than \$500 in any savings bank in the country. Besides, it will help you put \$500 in the bank. Louis Smies, the Cripple Creek, Col. cigar man, says it is the best investment he ever made.

WINDOW DRESSING DEPARTMENT.

DEALERS who take the most pride in dressing their windows are, as a general rule, the ones that do the biggest business, and cigar stands without windows in which to make displays are not in such great demand these days. The window exhibit should be given as much thought and study as the interior arrangement of the store, and this outside exhibit should be so arranged as to not fail in its purpose of attracting and holding the attention of passers by. I have passed many cigar stores in New York and other cities unconscious of the fact—the way the windows were trimmed hardly told that cigars, tobacco and smokers' supplies were sold on the inside. And when a retailer strikes a good idea for an exhibit and arranges it attractively he should not let it remain until dust and dirt accumulates on the packages of tobacco, etc., because it is human nature for a man, seeing the "mouldy" exhibit, to "size up" the store by the window. As *THE CIGAR STORE MAGAZINE* has repeatedly urged, window exhibits should be changed, if not every week, certainly every two weeks, for after that time unless the display be specially attractive, it becomes more of an eyesore to pedestrians and has the effect of creating the impression that the proprietor of the shop lacks progressiveness.

The arrival of Admiral George Dewey the latter part of the month will bring hundreds of thousands of visitors to New York and a very conservative estimate is that one out of every five visitors is a smoker, or user of tobacco in some form. Retailers should begin now—right now—formulating and perfecting an idea for a patriotic or catchy window display. We have been shown many plans for exhibits and it is believed our visitors will feast their eyes upon some supremely artistic displays. But, in trimming

the window, don't try to crowd every brand you carry into the little space. This will have a detrimental effect—in the hurry and scurry attendant at the ovation to be tendered the hero of Manila a person cannot stop and "hunt" in an exhibit to see if the particular brand he wants is there. It is far better to let the display be composed of one single brand catchily arranged in boxes, open and closed, and be favored with his admiration and probably the sale of the cigar you are advertising. Retailers, why not vie with each other in your window displays during Dewey's welcome home?

Open window trimming is a good advertisement for your business. Never draw the shades unless some untidy work like dusting or washing the bottom of the window is going on. As soon as you have your idea as to how you are going to arrange your display and the bare window looking neat and clean, begin arranging the goods you want to show. Passers by are interested and it not infrequently happens that the very cigars or tobacco you are putting in the window is the brand some observer of your work is in search of. Any man who draws the shades when he is dressing a window throws away what might be called good effective advertising. Everyone likes to watch a workman and this is especially true when that workman has for his field of operation a store window. As you lay your foundation for your exhibit there is a natural curiosity on the part of the people watching you as to where you are going to place the next box of cigars, tobacco jar, or whatever it happens to be, and goods artistically arranged in view of the passers-by attract more than ordinary attention.

The novelty of the thing has a telling effect. It has been usual to draw the shades on a rather

dusty and disturbed window, and after a number of hours, or a day, to remove the curtains and show a fresh window display. Now, unless there is something very unusual about it, the people pass without more than a glance, so that hours—perhaps more than a day—in which much good advertising might have done, have been lost. As a rule, there is a row of faces—sometimes several rows—looking at a window dresser as he puts the goods into the window and it is therefore extremely unwise to lose such a good opportunity for "free advertising" by drawing the shades.

Ingersoll's Beautiful Tribute.

THE recent death of the great agnostic, Col. Robert G. Ingersoll, who was admired by all for his unexcelled eloquence and glowing tributes paid to friends and those things he loved in life, refreshes in the minds of tobaccoists and users of the weed that beautiful flow of language tributed to tobacco. Never was a more truthful and soothing paragraph written than when he described tobacco, writing:

"These leaves makes friends and celebrate with gentle rights the vows of peace. They have given consolation to the world; they are the companions of the lonely, the friends of the imprisoned, of the exile, of workers in mines, of fellers of forests, of sailors on the deep seas. They are the givers of strength and calm to the vexed and wearied minds of those who build with thought and brain the temples of the soul. They tell of the hope and rest; they smooth the wrinkled brows of care—drive fear and strange, misshapen dreads from out of the mind, and fill the heart with rest and peace. Within their magic warp and woof some potent, gracious spell imprisoned lies, that, when released by fire, doth softly steal within the fortress of the brain and bind in sleep the captured sentinels of care and grief. These

leaves are the friends of the fireside, and their smokelike incense rises from myriads of happy homes. Cuba is the smile of the sea."

Col. Ingersoll was also known for his generous, charitable and kindly disposition to his fellow-man. A Cincinnati man once said to him, "Mr. Ingersoll, I am a poor, hard-working man, have a family to support, and I want a favor."

"Well," said Ingersoll, "what can I do for you?"

"I want to call a brand of my cigars after you and permission to use your photograph," answered the man.

"Certainly, my man, and I will give you a motto if you desire."

"I should thank you if you would," responded the cigar man.

Col. Ingersoll gave it to him as follows: "We shall smoke in this world, but not in the next." Some months afterward, while passing through Cincinnati, Col. Ingersoll was informed the man made \$9,000 off the brand of cigars in less than a year.

The First Meerschaums.

Two original (said to be the first) specimens of meerschaum pipes are in the Buda-Pesth Museum. It is said that Count Andrassy brought a fine porous clay from Turkey and gave it to one Cuvacs—an expert in tobacco pipe bowls—to fashion. Cuvacs made one for the Count and one for himself. His own he accidentally let fall on some wax. He noticed the wax stained part took on a fine color, so he washed the whole bowl with wax, and after much smoking, got a fine, even color all around. Thus was Cuvacs, the tailor—for such he was—the originator of the meerschaum pipe, as also the wax surface.

Keep posted and increase your business. THE CIGAR STORE MAGAZINE is but \$1 a year, with 1,000 gummed stickers of your name, address, etc., free.

Chats With Retailers.

"THERE is a wild, weird story in a local paper dated Aug. 13, that a million cigarettes under the 'Retailers Own Make' brand have been put out among the metropolitan retailers. They are said to be made by the Retailers' Cigarette Co., have the Statue of Liberty as a trade-mark, and sells ten for five cents. I have asked fifteen retail dealers of all degrees of importance, but not one has, yet, heard of them. The organ of the so-called Independent Tobacco Jobbers' Association is also aggressively silent."—*Tobacco*.

While our contemporary's reporter failed in his effort to find a dealer who knew of the new cigarette, a CIGAR STORE MAGAZINE man located the dealers interested, who kindly consented to an interview and presented him with some of the cigarettes, which have not as yet been placed on the market. They are expected, however, to be offered to the public before the end of the present month—as soon as some minor details are arranged. With the exception of the sentence stating one million of the cigarettes had been put out among Gotham's retailers, every word of the "wild, weird story" in a local paper, so-named by *Tobacco*, is true.

The name under which the new cigarette will sail is "Retailers Own Make—Sweetts," duly registered as a brand name, as has also been done with the design for the box front and trade-mark, which is Liberty Enlightening the World. The label will be a handsomely lithographed design in colors, with "Retailers Own Make" in gold forming the upper border, and immediately under this will be the word "Sweetts," also brought out in gold. The Statue of Liberty trade mark occupies the centre of the design, under which is the name Retailers Cigarette Company, the owners of the brand and the company that will place and push them in competition with A. T. goods. The box is of the wide, flat order, holding 10 cigarettes (one row) made in the oval shape of a choice blend of the

purest Virginia and Turkish tobacco. The writer, being somewhat of a cigarette fiend and a judge of the paper-wrapped article, can truthfully state that this new brand of cigarettes is par excellence in quality, far excelling the 5 for 10c. goods on the market to-day. "Sweetts" will go to the trade at \$3.50 per 1,000, 500 to the cartoon.

The announcement of the incorporation of the manufacturing firm of Buchanan & Lyall, Brooklyn, was hailed with delight by local retailers, who became possessed with the idea that another attempt would be made to buck the Trust in this community. Many thought they could see in this report a light ahead of them—an early day when they would not have to give half their tobacco away in order to sell some they could make a profit on. The news of the B. L. incorporation, however, had not become circulated good, before it was learned that it was no longer an independent concern, having been purchased immediately after incorporation by the monstrous Continental Co. And the fond hopes of the man behind the counter were shattered as quickly as they had been built. B. L. brands are largely sold in this city and vicinity and retailers make a fair margin of profit on them. The goods are advertised as union made, one reason the plant was so sought after by the anti-union-labor Trust. I have talked with many prominent retailers, all of whom express regret that the big Brooklyn company has given up their independence.

The success predicted for Baum & Lippmann when they opened the handsome little store at 1024 Third Ave., not quite 18 months ago, has been made, both in the retail and jobbing lines. Last month the firm was incorporated with a capital stock of \$10,000, and hereafter will devote their time and attention exclusively to the jobbing business, and

will remove to some downtown location. The retail department will be disposed of. S. Ottenberg & Bros.' Hazel Kirke and Chauncey Depew will continue to be the leaders in seed and Havana and a clear Havana line will be added. The incorporators of the new firm are David M. Baum, Alfred E. Lippmann and Fred. R. Jenkins.

Hugo Beer has bought the cigar stand privileges in the Singer Building and will conduct the business on the progressive lines laid down by former proprietor Pierson. He is a new addition to the retail trade, but is handling the business like a veteran. The clear Havana line is composed of the brands of such firms as Acker, Merrall & Condit, Seidenberg & Co. and M. Stachelberg & Co., while the preference in seed and Havana is given to E. M. Schwarz Co.'s American Inventors. A full line of imported cigars is also carried, among which are Garcias, Carolinas and Intimidads.

Business can be said to be booming at the retail and manufacturing establishment of Notara Bros., the Egyptian cigarette people at 1215 Broadway. Their factory has recently been enlarged and force increased on account of the steadily increasing demand for Notara's popular cigarettes. This enterprising firm is now arranging an exhibit of their cigarettes to be shown at the Philadelphia Exposition this month.

Reed & Regester, the up-to-date dealers at 130 Fulton St., are advertising their Reedgester cigar by means of shoulder signs, carried by men through the streets of the busy downtown section of the city. Reedgester is a new seed and Havana brand brought out by this firm, and which has caught on in good shape. Window displays of the brand have also been given much attention, and with satisfactory results. A full line of Cameron & Cameron's smoking mix-

tures has recently been added by R. & R.

Alfred Wernicke, who has owned and conducted the store at 583 Fulton St., Brooklyn, for the past five years, doing to all appearances a good business, and making money, last month filed a deed of assignment, the news of which was a great surprise to his brother members of the trade. He carried a complete line of high grade goods and had a model store. It is to be hoped that his financial embarrassment will be satisfactorily arranged with his creditors and he again assume charge of the store.

Oscar S. Veit & Co. made some important changes in their business during August. The retail store at 599 Broadway was sold to George F. Waters and the jobbing business of Friend & Smith, at 2797 Third Ave., bought. Mr. Friend becomes a partner in the firm of Veit & Co., while Mr. Smith will act as a salesman. S. F. Apfel will have charge of the two remaining retail stores. 100 and 296 Broadway, as heretofore. Mr. Waters has made many improvements in the store at 599, and also increased the number of brands.

Martin Gitsky has given up his store at 591 Broadway, where he did a good box trade. He now has an office at 302 Broadway, from which he will supply his customers.

The special summer edition of our esteemed contemporary, the *Tobacco World*, is a creditable effort on the part of Brother Kraut, and one which no doubt attracted widespread comment. It was replete with half-tones and full of interesting reading, not to mention the advertising.

THE CIGAR STORE MAGAZINE is issued in the interest of every retailer in the land, and you should read it every month. \$1 a year.

Free Match Distribution.

MANY of the retail tobacco dealers of New York, in fact the country over, have come to the conclusion that giving away a bunch or box of matches with a 5c. cigar or 10c. package of tobacco, is consuming the profits too rapidly, and they have about stopped the practice. When the interests of the majority of the large tobacco firms were amalgamated, the profits of the retailers begun dwindling, and have continued so until now they are very small in comparison to what they were before the American Tobacco Co. made its presence known throughout the country. This margin has been lowered at least 20 per cent., and giving away a box of matches with each 5c. and 10c. purchase means a serious cutting down of the net gains. Under the old system it was often that some of the great tobacco firms in filling a large order for tobacco would also forward to the retailer a large supply of matches, labelled with the trade mark of the firm, as an advertisement, but this plan has had its day, and if the retailer gets any matches now he pays for them out of his receipts from the sale of his tobacco and cigars. The retailers' profits have lessened until the free match distribution is a thing of the past. Very few of the cigar stores nowadays have a tray or box, so familiar some years ago, filled with matches in a convenient place on the counter or show case. The gas or electric lighter serves the purpose admirably, is much cheaper, and matches are not needed in the store, though of course they are kept under the counter, and are to be had—not a box, however—for the asking.

To Color a Meerschaum.

Most pipe smokers are amateurs of the rankest sort. They know very little, if anything, about the way to keep their treasures. One

man who owns a meerschaum had smoked it until it was all but covered with a beautiful deep cherry color. Then one evening, just as he was finishing his pipe, he went to the sink for some water, and while he drank, he laid his pipe on the marble slab. From that time on the pipe began to lose its cherry color and became a dirty gray. The action of the cold marble on the hot pipe did the trick. Another man took a pipe that had already been nicely colored to a maker's and ordered it boiled in wax. When it had been boiled, he straightway began to smoke it. The result was a measley saffron color all over the colored part of the pipe. Boiling in wax is said to help the color, but the pipe should be put away for a while before boiling. Boiling in oil is the proper thing to do. It leaves the pipe with a rich and permanent mahogany color. The real pipe lover, however, will color his pipe himself, without recourse to boiling. It takes longer, but is eminently more satisfactory. Boiling in oil, by the way, costs \$1.50.

A Disastrous Fire.

Bernard Stahl & Co.'s "True as Steel" cigar factory, 74th St. and 1st Ave., New York, was damaged by fire on the afternoon of the 2d to the extent of \$100,000. Within an hour after the fire was discovered, nothing but the walls were standing. The cause of the blaze is unknown. It started in the label room on the first floor supposedly from combustion.

Employees to the number of 300 had stopped work at noon and no one except a watchman, who discovered the fire, was in the building when it started. A large stock of tobacco was in the factory, as well as immense quantities of cigars, none of which were saved.

A small sum well invested—\$1 for a year's subscription to **THE CIGAR STORE MAGAZINE**.

Tobacco Trust News.

It is whispered in Wall Street that the resignation of Pierre Lorillard, Jr., as Treasurer of the Continental Co., completes the changes contemplated and desired by the Duke interests. It is also said that some important developments are soon to be made public and that the company is making large profits.

A movement is on foot in the South to fight the Trust in the business of manufacturing plug tobacco. The threat that the Continental Co. will absorb the entire business within five years has aroused the small manufacturers and they are organizing a combination to be called the Virginia and North Carolina Tobacco Co., with a capital of \$10,000,000. There are about 35 plug factories in Virginia and North Carolina, making an average of 50,000 pounds of tobacco a week, and it is proposed to combine as many as will come under one management. They believe that with their force of 300 travelling men they can successfully resist the Trust.

Rumor has it that the American Co. intends to go into the manufacture of cigars much more extensively than heretofore, the success of certain brands which have been lavishly advertised being beyond expectation. The report, which is apparently well founded, has been circulated that the company has appropriated \$600,000 for advertising brands heretofore not prominently placed before the public. The country will be divided into districts and factories will be bought and utilized for the manufacture of brands suitable for the demand. Many think that it is the intention of the big tobacco company to control the domestic cigar business of the country in the same manner as they now control the cigarette and plug industry.

The largest sale of American leaf tobacco ever consummated was

closed in August, the greater portion of it being of Wisconsin growth. It consisted of 25,000 cases, valued at about \$1,000,000, the purchase being made by the American Co. from L. Bamberger & Co., of Philadelphia. This tobacco will be used in the manufacture of little cigars and it is estimated that the cost in freight charges of getting it to the East from the different warehouses in Wisconsin will be \$30,000. Five hundred cars will have to be pressed into service to transport it.

The Central Trades and Labor Council of Virginia, in which State is located some important tobacco factories and where the Trust has several large branches, has passed resolutions calling upon members of the unions throughout the State to boycott the two big tobacco trusts and under no circumstances to patronize their products. The South is down on the tobacco trust, which has, it is claimed, ruined the prospects of the tobacco worker and laboring man in general and demoralized business.

After 19 years' service as superintendent of the Liggett & Meyers Co., which was bought by the Trust, Wm. S. Logan has resigned, much to the regret of the officials of the American and Continental Cos. He is credited by a St. Louis paper as saying he was tired working for a machine and that he will be at the head of a new tobacco company before the close of the year in competition with the Trust. The establishment, he says, will be as large as any of the tobacco factories of St. Louis, in which city is located the largest in the world. The new company, if there is any truth in the report, will be headquartered in St. Louis and a new factory, as large as Liggett & Meyers', will be built.

Be up to date and increase your profits. THE CIGAR STORE MAGAZINE is but \$1 a year.

Good Thing for Wheeling.

THE decision recently handed down by Judge Colt, sitting in the U. S. Circuit Court at Boston, in which it is held that stogies manufactured outside of Wheeling cannot be sold or advertised as "Wheeling stogies," will be taken advantage of without delay by the Wheeling, W. Va., trade. The manufacturers of that city are now devising ways and means of enforcing the decision and it is likely that in the next few weeks there will be interesting legal developments in a number of towns in the United States, where for years stogies have been made and sold as the genuine Wheeling stogies.

As the full scope of the decision becomes more apparent the Wheeling tobacco men realize its value and far-reaching effect. The result will be a great increase in the output of stogies. Already the factories are working more men than ever before and the aggregate production is in excess of 6,000,000 per month. Stogie makers are going to Wheeling from other cities, Cleveland, Pittsburg and Youngstown, O., contributing to the increased number of rollers of tobacco. Several firms are far behind on orders and are working overtime.

The trade in a few days will begin proceedings against manufacturers who have been infringing upon the title protected by Judge Colt's decision. These prosecutions will be started just as soon as the evidence is in proper shape and some hot legal fighting will no doubt be the result. The manufacturers have organized and will fight every manufacturer advertising Wheeling stogies that are not the genuine article.

Unconstitutional.

Judge Call, of the Fourth Judicial Court of Florida, has decided that the new anti-cigarette law as passed by the last Legislature of

that State, is unconstitutional. This bill has created much comment throughout the country. It went into effect Aug. 1st and forbade the sale or manufacture in Florida of any paper wrapped cigarettes. The representatives of the A. T. Co., immediately upon the passage of the bill, set to work to find a loophole of escape. As usual, it was found and instead of paper-wrapped cigarettes the wrapper was of tobacco and the word "cigarettes" on the box changed to "little smokers." The sale of the paper-wrapped cigarettes was stopped entirely for a month. Dealers disposed of their "forbidden fruit" before the law went into effect at as low a price as 10 packages for 5c and laid in a supply of "little smokers." Then the validity of the law was tested in court, with the result that the A. T. Co. has notified dealers in Jacksonville, Tampa and other cities to place their cigarettes on sale, and the company will be responsible for all loss or damage pending appeal which may be made to the Supreme Court.

The "King Duke" Brand.

The Weed announces the registration of "King Duke" as a brand name for cigarettes and all kinds of manufactured tobacco by Jacob G. Shirk, of Lancaster, Pa., and says the trade is wondering whether "Buck" Duke's picture will adorn the label of the brand. He is the king, you know, in the tobacco trade.

Dreyfus Cigarette Papers.

An enterprising firm of cigarette paper manufacturers in Paris has turned to account in a most novel manner the change which has taken place in public opinion in regard to the Dreyfus affair. The cigarette papers are to bear a reduced facsimile of the famous bordereau and colored pictures illustrating various incidents in the affair, with portraits and biographies of the defenders of justice and truth.

An Albany Cigar Store.

THE illustration reproduced on this page shows the neat arrangement of part of the interior of the cigar store of W. B. Harris, located at 9 S. Pearl St., Albany, N. Y. Though the picture may be called a good one, showing much detail, it does not show up as well as the store. Special attention is given the display of stock by Mr Harris and everything is arranged

Paul St., Baltimore, last month stood unmoved for several days amid the crash of tumbling buildings and held the fort, while workmen engaged in tearing down adjoining buildings for the erection on the site of an addition to the Equitable Building threw shingles and rotted wood into the street about him. Mr. Linthicum refused to vacate his store, which also was to be razed, on the ground that he had not been given proper notice,



to the best advantage, at the same time showing the brands off wonderfully well. A choice and varied line of cigars, tobacco and smokers' goods is carried and business is reported exceptionally good.

Refused to Vacate.

Wm. H. Linthicum, a dealer in cigars and sporting goods at 15 St.

as per contract. Crowds of curious people gathered occasionally in anticipation of a scene as the workmen drew close to the cigar store and tore the tin from the top of the bow windows. This was a stimulus for business and the cigar man had plenty of customers who discussed the situation with interest. Mr. Linthicum finally surrendered and moved his stock to another store.

THE CIGAR STORE

A Monthly Magazine for the Retailer,
ISSUED BY
THE CIGAR STORE PUBLISHING CO.,
50 TIMES BUILDING, 41 PARK ROW,
TELEPHONE: 3707 CORTLANDT,
NEW YORK CITY.

HERBERT SPENCER HALL, MANAGING EDITOR.
GEORGE N. ALSOP, - - ASSOCIATE EDITOR.

Issued the first of every month, \$1.00 a year payable in advance. Subscriptions may begin at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE CIGAR STORE PUBLISHING CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

CORRESPONDENCE on all subjects of interest to the trade is solicited.

ADVERTISING rates furnished upon application.
ENTERED at the New York Post-Office as second-class mail matter.

NEW YORK, SEPTEMBER, 1899.

Buchanan & Lyall are now in the Trust and retailers may look forward to an advance in the price of the "anti-Trust" products of this well-known firm.

Of course, buy goods for which there is a demand, but don't be prejudiced against other brands and try to palm off something "just as good" on your customer. If he wants a brand you haven't got, tell him so and he will admire you for your straightforwardness, and probably buy another. It's bad policy to try to sell a man a cigar or bag of tobacco he does not want.

Again we ask, what have you done toward organizing an association of retailers in your city? Mr. Dealer, talk it over with the fellow in the next block. Organization is the only means of protection and the betterment of existing conditions, and the sooner you get together the better it will be for you all. We shall be glad to publish your views.

Learn your customers names, if possible, always be courteous, and greet them with a "Good morning, Mr. So and So." This

pleases a purchaser, and besides politeness costs nothing. What is more detestable than a gruff and surly man behind a cigar counter, who seems to hate himself as well as every customer who comes into the store.

An Attractive Store.

ON the front cover of THE CIGAR STORE MAGAZINE this month appears a picture of the handsome cigar store of Amos R. Storer, 6 Federal St., Boston, a store in which is carried a full line of popular and well-advertised brands, and which did a rattling good trade even during the dull season. Mr. Storer has a very clean and inviting little shop and possesses that qualification characteristic of the retailers of the Hub—push, energy and up-to-date methods—which, with the courteous treatment accorded customers, has increased his receipts monthly. Everything in the store is neat and tidy and there is a perfect absence of dust and dirt, so common in cigar stores throughout the country. The stock of cigars, etc., carried is nicely arranged, as will be seen by reference to the photograph, and the silent salesmen are "full to the brim" of his best selling brands. Every grade of cigar, from the highest quality clear Havana to stogies, can be found in this store and the cigarette and tobacco lines are similarly complete.

A Large Sale.

What is undoubtedly the largest sale of cigars ever consummated in Syracuse, N. Y., was closed last month between the Syracuse Cigar & Tobacco Co. and the R. & W. Jenkinson Co., of Pittsburg. It provided for the sale of over 1,000,000 cigars and gives to the Pittsburg company the sale of the goods of the Syracuse firm in Pennsylvania. The Syracuse company is the stock concern which succeeded J. P. Hier.

Sold to the Trust.

THE firm of Buchanan & Lyall was incorporated at Albany the early part of August with a capital of \$4,000,000, and while the daily press was giving to the world the news of the A. T. Co.'s formidable rival's incorporation and telling how it would fight the Trust at every crossing, another piece of news leaked out. This was to the effect that Buchanan & Lyall had been swallowed by the Continental Co. Investigation proved the rumor true.

Announcement was made at the time of the incorporation of the B. L. business that it was to absorb other independent tobacco interests and become the greatest rival of the big plug combination. Large factories were to be erected in the West to reach new territory, according to reports, and the new concern altogether promised to make a deep cut in the business of the Trust. This is not the first company that has planned to give the Trust a big fight and then thought it was easier to sell out at a handsome figure.

The American and Continental companies are equally interested in this latest acquisition. The plug part will be controlled by the Continental, while the smoking business will be in the hands of the A. T. Co.

Another August purchase by the Trust was the business of the Louisville Spirit Cured Tobacco Co., Louisville, Ky. The Louisville company buys tobacco wrappers of various kinds and textures in Virginia, ships it to Louisville and cures by a dipping process in spirits. It is considered a very valuable piece of property.

"Say," said the chief bootblack, "who is dis Shakespeare youse talk ing about, anyway? He must be some new chap what's just bobbed up. I ain't seen no cigar dat's named after him yit.—*Chicago Times-Herald*.

WHAT OTHERS SAY.

PUEBLO, COL.

THE CIGAR STORE MAGAZINE:

Enclosed you will please find N. Y. exchange for \$2, for which please send me THE CIGAR STORE for 1 year and 3,000 gummed labels. *Am very much pleased with the magazine.*

Yours, truly,

E. C. ALDEN.

KANSAS CITY, MO.

THE CIGAR STORE MAGAZINE:

After carefully perusing your CIGAR STORE, we found it both interesting and educational, and got "stuck" on it, and take pleasure in enclosing \$1 for 1,000 stickers and THE CIGAR STORE. *We consider it a bargain.*

Yours truly,

H. C. WILD CIGAR & TOBACCO CO.

MINNEAPOLIS, MINN.

THE CIGAR STORE MAGAZINE:

Please find enclosed \$4 for 1 year's subscription and as many gummed labels as your offer calls for.

Yours truly,

COX & HARRIS.

CHICAGO, ILL.

THE CIGAR STORE MAGAZINE:

Labels received. Thanks. *You have a magazine that should be in the hands of every retail cigar store in the United States.*

Yours truly,

ED. KOLMAN.

CRIPPLE CREEK, COL.

THE CIGAR STORE MAGAZINE:

I enclose \$1 for 1 year's subscription to "THE CIGAR STORE" and 1,000 gummed labels—the best investment I ever made.

Very respectfully,

LOUIS SMIES.

Chicago Chatterings.

CHICAGO, Aug. 25.—The store of Barnett & Co., 309 Dearborn St., was broken into by thieves some days ago and cigars and pipes to the enormous value of \$5,000 stolen. The burglars made their entrance to the store through the transom over the door leading to the street and carried away all the high-priced cigars and pipes in sight. Several thousand cigars that had just been delivered from the factory and to which the revenue stamps had not been attached, were among the plunder which the burglars took out of the store by the rear entrance. The theft was reported immediately upon the discovery and detectives detailed on the case, but the robbers had covered their tracks. Upon investigation in the nearby vicinity it was learned that unstamped boxes of cigars had been offered for sale immediately after the burglary, and from the persons approached by the thieves in an endeavor to dispose of their plunder a fairly good description was obtained of the men. The police contend that one of the guilty parties was a cigarmaker who is a judge of cigars.

The news of the death of Wm. Y. Daniels, whose cigar store at the corner of Madison and Dearborn Sts. is remembered by thousands of old-time Chicagoans, was received with deep regret by his friends who are numbered by the hundreds in this city. Mr. Daniels died at Brewster, Mass., July 30th, whither he had gone in search of health. There is probably no tobacco merchant in this great city as well known as was the deceased, who had made a fortune and retired from business.

Aug. Beck & Co., tobacco manufacturers at Clark and Maple Sts., have sold their business to the A. T. Co. Out of the 28 travelling representatives, one is retained by the new owners. The factory was closed for a week while an inventory was being taken. It is thought the Chi-

cago interests of the Trust will be merged into the Beck factory buildings, and the Gradle & Strotz branch closed. Rumors are rife that the Trust still has an eye on the Spaulding & Merrick plant, and it will not be a surprise if this, too, is soon bought.

The cigarette ordinance is still agitating the minds of retailers and councilmen alike. It is said the Corporation Counsel is trying to ascertain the exact definition of the word "cigarette." Retailers, however, continue selling the little smokers without license and uninterruptedly.

Holly and Holly Junior are two new brands of cigars now offered for sale here. They are made by A. L. & A. G. Kaufmann, N. Y., for Walsh, Lange & Co., wholesale grocers. The former brand is a 10 center and the latter nickel goods. They are being placed with retailers throughout the city and destined to make a big hit.

The sidewalk signs of the R & W. Jenkinson Co., advertising Winner stogies, are familiar, as every cigar store one passes the sign is seen. A carload of them were distributed throughout the city. Jenkinson stogies are selling as fast as ever and gaining in popularity daily.

F. C. Harris, the Champlain Building cigar man, has bought the cigar stand in the Tremont House, which has been conducted for 28 years by the Best & Russell Co.

Philadelphia Pencillings.

PHILADELPHIA, Aug. 25.—Business is moving, which is about all that can be said regarding the condition of trade here. People are beginning to return from their outings, the retailers fortunate enough to get away for a little while are again assuming their accustomed places and giving customers the glad hand and anticipating with pleasure the arrival of next month. And next month's business will undoubtedly be a whopper. First, we have the G. A. R. Encampment,

the opening of the Export Exposition following close on its heels, and the attendance at both, it appears from notes gleaned from reliable sources, will be great. Retailers are preparing for this influx of visitors and will reap a harvest. Stocks are being replenished and window displays will be a special feature. We look for some nobby patriotic exhibits at the leading stores, noted for the pride they take in their window exhibits.

Banquet Hall little cigars are working wonders and Cigar Department Manager Powers, of Huey & Christ, deserves much praise for the big sale they are enjoying. It is the most popular short smoke in Philadelphia to-day. Other brands of M. Foster & Co. are also keeping well to the fore in sales.

F. B. Robertson, the popular hustling representative in this city of the Manchester Cigar Co., of Baltimore, makers of the well-known "Match-It" cheroot, is always booking orders, even in the dullest season. "Match-It" is handled by nearly every dealer in the city and the number sold is remarkable.

The last batch of confiscated cigars bearing the Jacobs bogus stamp was sold at auction by the revenue authorities on the 7th. There were 24,100 of them. Of these 9,000 brought \$7.42½ per thousand, 10,000 were sold for \$7.35 per thousand, and 5,100 brought \$4.30 per thousand.

Richard Gumpert, of Gumpert Bros., the manufacturers, is expected home from Europe about Sept. 5th. The strike at this firm's Reading factory was amicably adjusted and everything is now running smoothly and at the top notch.

A. Reder & Co.'s Betsy Ross little cigars have made their appearance in this market. H. D. Narrigan & Co. are distributing them. They go to the retailer at \$7.50 per thousand, packed in bundles of 5 and 10 or 100 loose in a box.

T. J. Dunn & Co., the widely-known manufacturers, will have

an exhibit at the Exposition. It is expected other firms will be represented also.

A new brand of twist seen in retail shops is "Honey Dip," introduced here by F. X. Kelly, of the Wilson & McCallay Tobacco Co. It is selling well.

Julius Fring's cigar store at 3224 Market St. was entered by thieves this month, who stole over \$500 which had been left in the store.

W. W. Sweisfort & Co. have removed from 1204 Columbia Ave. across the avenue to 1205, where they have fitted up a handsome store.

St. Louis Scintillations.

ST. LOUIS, Aug. 25.—Wm. S. Logan, for many years superintendent of the Liggett & Myers factory, and who was one of the few men retained when this firm sold to the Trust, has resigned and will be at the head of a strong independent tobacco company in this city, which will build a factory and start in business by Jan. 1, 1900.

The Wellman & Dwire Tobacco Co. advanced the price of Diamond Cross plug 2c per lb. on Aug. 1. The manipulations of the Trust is having no evil effect on business at this factory, in fact the competition is not felt if one is to judge by the hum and hustle of things at the factory.

I have it from a pretty good source that a new cigar and tobacco jobbing house will be established here in the near future. The names of Adrian DeYoung, Edwin Gloor, H. Kretchmar and Clarence Jones—all formerly connected with the Drummond Co.—are coupled with the rumor of the new enterprise.

Frank J. Roeser, the broker, has secured the account of the Collins Cigar Co., Pittsburg, and will push their stogies in this city. Though sales are already large, with Mr. Roeser superintending the distribution and booking of orders, we look

for great improvement, as the goods already have a firm hold throughout the city.

The Richard Rassfeld Cigar & Tobacco Co., recently incorporated with a capital of \$25,000, to conduct a wholesale business, is now at 209 S. 4th St., having removed this month from 122 Market. They occupy the entire two-story building and have much better quarters than formerly.

The rumor starts every now and then that the Wm. A. Stickney Cigar & Tobacco Co. will open a branch house in Chicago. We can only guess as to the truth of the rumor, as no confirmation or denial can be had.

H. Meyers & Sons' store at 122 Olive St. was robbed of some 300 cigars and a lot of wearing apparel which had been left in the store a few days ago.

The bill board advertising of the Geo. W. Childs cigar, made by Harburger, Homan & Co., is attracting much attention and it is doubtful if there is a smoker in St. Louis who does not know of this "generously good" cigar.

F. Davis has opened a new cigar store at 7th and Washington Sts. Another new store is that of A. Spitzbarth at 207½ Pine. Geo D. Dubois has opened one at Broadway and N. Market St.

E. J. Medill has bought the retail cigar stand of W. H. Stephenson at 28th St. and Washington Ave. and will add new brands to the nice line already carried.

Tampa Topics.

TAMPA, Aug. 24.—After a combined strike and lockout lasting five weeks, during which time 22 cigar factories in this city have been closed and 600 cigarmakers idle, the differences between the employes and employers were finally settled at a conference on the 14th. The result of the lockout is a complete victory for the employes. The manufacturers granted every

demand made upon them, and the changes made obligatory by these concessions will amount to virtually a revolution in the methods of producing clear Havana cigars in the United States. The cigarmakers demanded the abolition in each factory of the scales for weighing filler leaf issued to them. This was the main point at issue. Under the new rule, which went into effect immediately after the conference on the 14th, no check will be kept upon the material issued to the men for making into cigars.

Another demand was that all factories adopt a uniform scale of wages. Hitherto each factory had its own scale and the cost of production of the same grade of cigars varied considerably in each house. This had its effect on wholesale and retail prices. Hereafter the workman who makes one grade in one factory will receive exactly the same pay as the one who makes the same grade in another.

There were a dozen minor demands and the workmen returned to their places with everything practically their own way. The resumption of work calls for three thousand more cigarmakers than are here at present, that number having returned to Cuba since the troubles began. Another result is that cigarmakers will command higher wages than have ever before prevailed here.

The manufacturers conceded the demands of their workmen, realizing that it would be the ruination of the Tampa cigar business to continue the lockout any longer. The factories are all working full time now, endeavoring to catch up with orders, which have piled up ever since the trouble with their employes began.

One of the biggest seizures of unstamped cigars ever made in this city was announced on the morning of the 11th. It consisted of 18,000 of the articles upon which Uncle Sam had not collected his toll, and

at the time of the seizure they were outside the walls of a cigar factory. A stamp clerk made the seizure. The cigars were in a wagon which was taken into custody while passing through the streets. No particulars as to where the cigars were made can be obtained until the case comes before the U. S. Court.

Buffalo Briefs.

BUFFALO, N. Y., Aug. 26.—G. A. Fisher, the artistic meerschaum pipe manufacturer, is making a facsimile of the steamer City of Buffalo out of meerschaum for the Pan-American Exposition here in 1901.

Ramsdell & Homan had a display of exclusively 10c. goods in their window this month that attracted much attention. "Ten Cents" signs, each nailed with a large spike, were so arranged as to read: "We are too busy to trim windows. Take your choice of anything in it for a dime."

Harry Boston, representing Wm. Demuth & Co., New York, was here a few days ago and left with some very satisfactory orders.

John W. Fraser, the genial tobacconist, has returned from Erie, Pa., where he enjoyed a much needed rest.

A. W. Schuler, the proprietor of the M. & B. Building cigar stand, is preparing to leave for Canada on a hunting and fishing trip.

A very handsome display of John W. Merriam & Co.'s Baron DeKalb brand in S. Levyn's window was the subject of much favorable comment.

J. V. Meyers, better known as the "Black Diamond," of Eugene Vallens & Co.'s factory, Chicago, was in town and reports business bigger than ever.

Mr. Patterson, of the R. A. Patterson Tobacco Co., Richmond, Va., the Lucky Strike firm, was here introducing some new mixtures.

Wallace Sanborn has opened a very pretty cigar and news store on

Lexington Ave., in the swell part of town, where, with his extensive stock, he will no doubt meet with much success.

San Francisco Siftings.

SAN FRANCISCO, Aug. 23.—Michalitschke Bros. are introducing the Roman Queen cigar, a 5c. brand made for them by Seidenberg & Co., N. Y.

The strike of the cigarmakers in the factories at Tampa had the effect of compelling distributors to put their customers on short allowances of different Tampa brands.

Every available spot around the bay, between San Francisco and Oakland, is being used by Tillman & Bendel with large posters advertising their King V cigar.

The Wertheimer Co. is preparing to launch in this market Bondy & Lederer's Fat Boy brand of cigars. This is a 5-center and will doubtless go as well on the coast as the other brands of this firm.

Sanatel stogies are pushed by Tillman & Bendel and are going first rate. They have been placed in many of the representative stores and reorders are not infrequent.

H. Kleiner has opened a new cigar store at 501 California St., and will make a strong bid for his share of the trade done in that section.

R. H. Williams, the popular retailer at 116 4th St., is making a strong push on brands of plug tobacco made by independent factories. Wellman & Dwire's Diamond Cross is the biggest seller and a favorite brand.

The stock of the American and Continental Co.'s in their depot here has about been closed out.

Cleveland Chroniclings.

CLEVELAND, O., Aug. 25.—The strike against the Big Consolidated has had a depressing effect on the tobacco trade and business has been very quiet. No news at all, save for the disturbances in connection with the strike

and boycott. Clevelanders are sticking together and it is rare to see a passenger on the street cars. Cigar dealers, as well as all other merchants, will not sell to a person who uses the cars as a means of getting about town and things are truly in a nice predicament.

The Cigar & Newsdealers' Protective Association met this month and adopted resolutions which forbid members riding over the Big Consolidated lines. The association also donated \$16 to the strikers.

Feder Bros. have removed to the Permanent Building, Euclid Ave., from Middle and High Sts. They have opened a retail store at the new location to be run in connection with the jobbing business. Ybor-Manrara's Principe de Gales is still in the front rank as a fast seller and will be made the leader in the retail department.

The interest of Nathan Rich, in the cigar business of B. & N. Rich, has been sold to his partner, Ben Rich, who will continue the business at 154 Ontario St.

I. Brudno is succeeded by I. Brudno & Sons by the admission of his sons, S. and A. Brudno, to an interest in the prosperous manufacturing business.

Puns on the Trusts.

OUR esteemed contemporary, the *Weed*, published some excellent puns on the trusts, which it is fiercely fighting. It says: Take the cigar trust for instance. Its "wrapper" won't stand water, its "filler" contains too much Spanish, and without a Dewey Domestic Binder will never stand firm. Ashes to ashes, etc.

The shoe trust family are whole "sole" people and well "heeled," but will soon be on their "uppers" and "peg out."

The watch trust is entirely too "light," will have many "strikes," and go out.

The starch trust is very "stiff,"

but like the "glue" trust, will get "stuck up" and cannot do business.

The bread trust is "crusty" and inclined to "loaf," and with the yeast trust will raise trouble and "sour."

The window glass trust gives us a "pane." It is well "framed," but so very "light" it is sure to "break."

The coffin trust is a "stiff" set, and will go in the ground "dead" sure.

The cold treatment, the ice trust, beats them all. But they will be forced to "take water" and soon "melt away."

The carriage trust consists of nice "fellows," but will become "tired," and will never be able to "spring" anything new, as they have too many "wheels," will get "top" heavy and "dash" things all to pieces.

The tobacco trust, with their "Battle Ax," have cut off more than they can chew, their "Newsboy" is on a strike, "Old Honesty" will be plugged by "Spear Head" and smashed by "Boot Jack," and unless their "Star" shines brighter there will come a disastrous "Climax."

Enlarged Their Factory.

Under pressure of orders the Sanatel Tobacco Co., of Wheeling, W. Va., has made an extension to its large factory, making room for a considerable increase in the hands working on the Sanatel stogie, which by quality and up-to-date methods of display in different cities is reported to be making itself popular everywhere.

Father—Don't let me catch you smoking cigarettes again.

Johnny—I didn't give you permission to catch me this time.

Retailers! Keep posted on matters that concern you directly. THE CIGAR STORE MAGAZINE is \$1 a year, with 1,000 stickers free.

New York Theatres.

"THE GIRL FROM MAXIM'S," Charles Frohman's newest farce, at the new Criterion Theatre, Broadway and 44th St., is the first big hit of the season. A direct importation from the gay French capital, and being of the naughty class now demanded by the public, it is here to stay.

R. Marshall's farcical romance, "His Excellency the Governor," is nightly drawing large crowds to the Empire Theatre. The play is presented by the Empire Theatre Stock Co. in a way that calls for frequent applause.

Andrew Mack, at the Academy, is appearing in a new production, "The Last of the Rohans," which will be his greatest success.

"The Man in the Moon" continues its grand career at the New York Theatre, where people are still flocking to see the great golden spectacle. In the Aerial Magnolia Grove, on the roof, Maggie Cline, Marie Dressler and Kitty Loftus are the stars in a big vaudeville cast.

Wallack's Theatre opened the season with "A Little Ray of Sunshine," which is presented nightly, with Saturday matinee.

Direct from the Strand Theatre, London, has come "Why Smith Left Home," the delightfully funny comedy, to the Madison Square Theatre, this city, where it is presented to a crowded house, loud in its appreciation of the cast and play.

Interest never lags in "The Rounders" at the Casino, which is still largely attended. "Lederer's grandest effort" is the expression heard on all sides. Rice's Summer Nights on the roof of the theatre are also largely attended and enjoyed.

A superb company is handling "In Paradise," at the Bijou Theatre, which opened on the 4th inst.

Willie Collier, in "Mr. Smooth," is the attraction at the Manhattan Theatre, which has been renovated and improved while closed for the summer.

"The King of the Opium Ring" is presented at the Grand Opera House, 23d St. and 8th Ave.

The Star Theatre has a weekly change of program. "The City of New York" is now on the boards.

"A New Wife" is at the 14th St. Theatre, which has been newly decorated and reseatd.

The Lyceum Theatre has a strong attraction in Annie Russell, who is the leading light in "Miss Hobbs."

Ching Ling Foo & Co., genuine Chinese, are one of Keith's many drawing cards.

Continuous performances are given at Proctor's Pleasure Palace and 23d St. Theatre.

Tony Pastor's Theatre has a laughable vaudeville show on the boards.

Worth Many Dollars to You.

Of course, you are anxious to keep posted and up-to date on all news that concerns you directly, increase your business and make more money—and that being the case, you should subscribe to THE CIGAR STORE MAGAZINE at \$1 a year, with 1,000 Gummed Labels with your name and address, free of charge. You cannot invest a dollar to better advantage.

Injuring Kentucky Crop.

A new insect pest is injuring the Kentucky tobacco crop. It is about one-third the size of a June bug and begins its depredations by eating the tops of the plants. When the plant has been destroyed down to the root, the bug burrows down into the ground and finishes up that part of the plant. It is said to be especially destructive to the dark toqacco.

H. H. Craven will open a re'ail establishment at Grangeville, Idaho. He was formerly of the firm of Craven & Hellenbrand, Spokane, Wash.

Egypt Grows No Tobacco.

IT may be surprising to many who enjoy the fine flavor of the "Egyptian cigarette," and not every man who sells them is aware of the fact that tobacco raising has been prohibited by law in Egypt since 1890. This drastic measure was adopted, curiously enough, to maintain the high reputation of Egypt's cigarettes. It was discovered about 11 years ago that many of the smaller cigarette makers were realizing large profits by mixing the inferior tobacco of Egypt with Turkish tobacco and selling cigarettes made of this mixture at the usual high price commanded by the Egyptian product. It has won a place among the luxuries of the world, but it was in danger of losing its pre-eminence through the deterioration of the product. At first the Government sought to mitigate the evil by restricting the acreage devoted to tobacco raising, but it was finally decided to stop the cultivation of the weed entirely. To-day not a pound of tobacco is raised on the 5,500,000 acres of land under cultivation in Egypt. In fact there is nothing Egyptian about "Egyptian cigarettes," except that they are made in Egypt. The tobacco comes from Turkey, the paper from Austria, Germany or Italy, and most of the labor employed is Greek, except for the common brands, which are consumed in Egypt and are made by the natives. The greater part of the trade is centered in Cairo, where at least 5,000 persons are dependent for their daily bread upon this industry. Of course the Egyptian Government derives considerable revenue from the tax it imposes upon tobacco imports, and likewise the U. S. Government, which taxes the manufactured product, which is now so largely sold on this side of the water.

You need THE CIGAR STORE MAGAZINE; only \$2 a year.

The Pipe Is Barred.

THE anti tobacco leagues may continue to pronounce physical and mental doom on the cigarette smoker, but never has the cigarette been more distinctly fashionable than now. There has grown up a legend at Newport and other aristocratic summer resorts that in the presence of women especially the cigarette is far more agreeable and complimentary than the cigar, while the pipe is barred out entirely. Cigars are the privilege of the older men, and a pipe is only possible when a riding, driving or yachting party is made up of masculines only. Since the cigarette has secured an additional firm hold on the average smoker's affections, a preference has arisen for very slender rolls of tobacco, and this is attributed to the fact that a man nowadays is expected to pass his well-filled case to the women, as well as those of his own sex who may form a group, and the women show a marked liking for the delicate cigarettes.

In consequence of this feminine influence on tobacco, the gilded youths have fallen into the habit of importing their cigarettes, at no less price than \$3 per 100, from a well-known London tobacco dealer who is purveyor by special appointment to Her Royal Highness, the Princess of Wales, an inveterate but fastidious lover of the weed. The Princess prefers Turkish tobacco and a small cigarette with a cork mouthpiece, and exact duplicates of Her Highness' own you can see in the cases of any smart young man who offers you the hospitality of his supply.

Barlow, Rogers & Co., cigar manufacturers of Binghamton, N. Y., have leased the Gleim factory building in Lancaster, Pa., where they will operate a cigar factory as a branch of the Binghamton shop. Employment will be given to between 300 and 400 men.

Edison's Initiation.

"A LONG time ago, when I was a mite of a boy," said Edison (according to the *Tobacco World*), "I, with two other little fellows, had saved up a lot of scrap iron and tin and zinc, which we meant to sell when the holidays came around. There was a large boy in the neighborhood—I think he must have become a bunco steerer afterward—who knew of our hoard. One day when we had been in swimming he came to us and said:

"Say, you fellows, if you will give me that iron and stuff you have, I'll teach you how to chew."

"The proposition struck us as being very fair, particularly as he agreed to furnish the tobacco. Well, we were quite willing, so he brought some Canadian cut down to a sand bank on the river. He divided the stuff into three parts and gave us each one. Then he said: 'Now, you must do exactly as I say, and you must do it right away, or you will never learn to chew.'

"Now then," he shouted, 'hold up!' We held it up. 'Put it in your mouth!' he yelled. We put it in. 'Chew!' he hissed dramatically. We worked away at a great rate.

"Swallow it!" he screeched. We gulped it down and then that young rascal fairly rolled down the bank with laughter, while we soon rolled down the other side, sicker, I suppose, than any of us had ever been in our lives before or since. One of the boys nearly died and they had a very serious time with him. That was my first experience with tobacco."

Mistress—Bridget, I don't think it looks well for you to entertain company in the kitchen the way you do.

Bridget—Thanks, mum; but I wouldn't want t' take 'im int' th' parlor—he spits t'baccy.—*Phila. Bulletin*.

QUERIES ANSWERED.

L. C. S.—The information you ask is not obtainable at present writing. Firm will write you in October.

S. L.—Inquire of your nearest jobber. The makers claim the brand can be obtained in any section of the country.

ROSENFELD—Straiton & Storm, N. Y., make the Cuckoo brand. It is a 5-center.

W. & C.—The brand you mention has a very large sale in this section. Correspond with Seidenberg & Co., 71st St. and Ave. —, N. Y.

Will some of our readers be kind enough to give us the name and address of the manufacturers of the La Picadura brand of cigars?

H. L. B.—The lighter you describe is made by the Eldred Mfg. Co., 291 N State St., Chicago.

FAYETTEVILLE.—Klondyke Plug anti-trust. Made by the Lancaster tobacco Works, 40 W. Orange St., Lancaster, Pa.

M. G.—Y. Pendas & Alvarez, 209 Pearl St., N. Y.

T. C. H.—The firm you mention are out of business. Correspond with Louis Ash & Co., 227 E. 56th St., N. Y.

Tobacco Lengthens Life.

Aunt Peggy Bailey, the oldest old maid in the United States, died at her home near Huntington, Ind., a few weeks ago. She was 112 years old and had been ill but once, that when she was between 20 and 30 years of age. She retained all her faculties up to within two months of the time of her death. She had used tobacco and smoked a pipe since she was 8 years old. And we suppose the abstainers from tobacco, who claim that its use shortens a person's years on earth, will point to this as an example of the work of the deadly weed.

Retailers' Review.

Thomas Keefe, a dealer in cigars at Depew, N. Y., has been succeeded by Eugene McGuire.

A. H. Hippman has opened a new cigar store at 465 Main St., Dubuque, Ia., furnishing it in a thoroughly up-to-date manner.

E. A. Burg, the Chaska, Minn., cigar man, has sold his business to Henry May.

J. B. Fernandez, who has been conducting a cigar business in Savannah, has retired. He is succeeded by A. W. Masterson.

Redfield, S. D., has a new cigar store, which is conducted by Geo. Breidleman.

Bartleson & Mahaffa, cigar dealers, Beloit, Kan., have dissolved partnership. Mahaffa & O'Rourke succeed.

Frank Tompkins has bought the cigar store of J. R. Loudon at Little Falls, Minn.

H. A. Liedel and Gus Alstead have formed a partnership, under the firm name of Liedel & Alstead, to engage in the cigar and tobacco business at Duluth, Minn., buying the stand in the Palladio Building, that city, which was established by Ron, Fernandez & Co.

A temporary receiver has been appointed for Darricott & Ross, cigarists, Atlanta, Ga.

V. D. Antone, who has been in the cigar business for some time at Memphis, Tenn., has removed to Clarksdale, Miss.

C. M. Tallman has sold his cigar store at Delavan, Wis., to W. C. Van Velzer.

Wm. H. Borrell has taken possession of the cigar business of Wm. Leymaster, Reading, Pa.

Philip V. Danahy has opened a retail store in the Brunswick House Block, Rutland, Vt. He will do a manufacturing business, neither are of the store.

Chas. Straws, the Fowlersville, Mich., cigar dealer, has formed a partnership and will hereafter do business as Straws & Vaughn.

Morrison & McColpin, cigar dealers at Los Angeles, Cal., have sold out to Kelsey & Bergstrom.

Louis Deschler, proprietor of three of the finest stores in Indianapolis, has opened a fourth, the last one being in the new Claypool Building, on N. Illinois street.

Grant B. Parent's cigar store, Park River, N. D., has been purchased by I. S. Brown.

John L. Trauger, dealer in cigars and tobacco, Columbus, O., is succeeded by P. J. Gahagan.

James Johnson, of Minneapolis, is preparing to open a cigar store at Lanesboro, Minn.

Someone broke into the cigar store of Luther Herbert, I. O. O. F. Building, Carlisle, Pa., rifled the cash drawer and carried off a quantity of tobacco and cigars.

S. F. Hollingsworth is now the proprietor of the cigar store at 334 Dearborn St., Chicago, having bought it from Mrs. J. Mercey.

Reports from Tennessee state that Wm. M. Butler, the wholesale and retail tobacconist of Nashville, will be a candidate for Mayor of the capital city.

Levy Bros., Denver, Col., cigar dealers, have sold their business to A. C. Cheplow.

A recent fire in Lewiston, Me., destroyed the stock of cigars of Harry McCarron. The loss was heavy, as additions to the stock had been added only a few days prior.

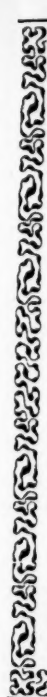
H. P. Blaisdell has gone into the cigar business at Luverne, Minn.

H. W. Chambers' cigar store on Dwight St., Springfield, Mass., has been sold to C. J. Bresnahan, who will run it in connection with his High St. store.

The senior member of the tobacco firm of Cathcart & Strauss, The Dalles, Ore., has retired. Business will be conducted by J. D. Strauss.

Chas. A. Drews has moved his stock of cigars, etc., from Bluffton, to Montpelier, Ind., where he will continue in business.

A. J. Fuller has purchased C. C. Pickard's store at Tower, Minn.



Advertisement on the right edge of the page, partially visible, showing prices like \$2 and \$3.

THE CIGAR STORE MAGAZINE.

W U·C·M



U



Betcher



MENN



ZZNSS

SOLVE THIS PROBLEM AND SEND YOUR ADDRESS TO

J. EDWARD COWLES, Mgr. Cigar Dept.,

AUSTIN, NICHOLS & CO., NEW YORK

AND RECEIVE A VALUABLE SOUVENIR FREE.



N UP-TO-DATE

COPPER

came into our store, and jollying the proprietor, who, by the way, was sending an order for goods on a soiled sheet of writing paper, asked him why he didn't have up-to-date stationery to use,—it looks better—is more business-like, and, says he. I know where you can get

Just what you want!

\$2. per set, cash with order, 500 noteheads, 500 envelopes, 500 cards, neatly printed, a trial order will show you the value of this offer.

\$3.50 per set, cash with order, 1000 noteheads, 1000 envelopes, 1000 1000 cards printed.

Send 2c. stamp for Samples.

PARKER CO., Box 2799, Boston, Mass.

FACTS!

Were this your advertisement, not only would it be read by cigar men throughout the country, but also by their many customers, and you would therefore reach the consumer as well as the retailer.

I

2

Through no other channel can you invest a like amount to better advantage

An Exclusive and Profitable Field,
Low Rates and Results.

3

Further Fascinating Facts
Freely Furnished...

THE CIGAR STORE
MAGAZINE

Telephone:
3707 Cortlandt.

50 Times Building
New York.

Please mention THE CIGAR STORE MAGAZINE

New Idea in Trunks...



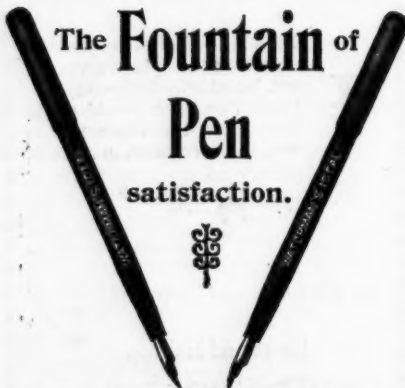
THE STALLMAN DRESSER TRUNK is constructed on new principles. Drawers instead of trays. A place for everything and everthing in its place. The bottom as accessible as the top. Defies the baggage smasher. Costs no more than a good box trunk. Sent C. O. D. with privilege of examination. Send 2c stamp for illustrated catalogue.

F. A. STALLMAN,

103 W. Spring St.

Columbus, Ohio

Waterman's Ideal



A pocket pen and ink bottle combined, always ready for immediate use.

To many is merely a convenience, some find it an absolute necessity, and to all it is a pleasure to have a perfect pen. A pen which is not suited to user's needs may be exchanged. They are made in a large variety of styles, sizes, and at prices to meet every requirement. For sale by all first-class dealers.

L. E. WATERMAN CO.

155 & 157 Broadway, New York, N. Y.

Joseph Levy has removed his business from the Brunswick House Block to 33 Centre St., Rutland, Vt.

F. L. Pallies & Co., Tacoma, Wash., cigar dealers, suffered a loss of \$500 by fire. No insurance was carried.

Wm. Woods has bought the cigar store of J. M. Smith, Springfield, O.

Dunbar & Cathcart, Eau Claire, Wis., have bought the cigar store belonging to the estate of John Abercrombie.

T. F. Volk, J. P. Wilson and L. Beischer have purchased from A. J. Wolf, the Plymouth Cigar Co. business, Plymouth, Wis., and will continue it along the lines of their predecessor.

T. W. Bailey, Jr., has opened a cigar store at Bermidji, Minn.

The firm of Butler & Falkenstein, cigar dealers of Sacramento, Cal., has been dissolved, J. W. Butler continuing.

Clarence Mosier, of Albany, Ore., will open a new cigar store at Hoquaim, Wash.

Sax & Guetermann, cigarists of Paterson, N. J., have dissolved, and a new firm, Sax & Muse, will succeed to the business.

The firm of Houtz, Johnson & Co., jobbers, of Lincoln, Neb., has been dissolved, Mr. Houtz retiring. The business will be conducted by Mr. Johnson under the style of A. V. Johnson & Co.

Parker, Purl & Co., Norfolk, (Va.), wholesale tobacco dealers, are succeeded by the Parker Tobacco Co.

The style of the firm of Scales & Wilson, wholesalers, Montreal, Can., has been changed to Andrew Wilson & Co. Mr. Scales has sold his interest in the business.

Goldberg Bros., cigars and tobacco. Seattle, Wash., have been incorporated with a capital of \$10,000.

A change has taken place in the retail trade at Knoxville, Ia., W. S. Spaur selling out to F. W. Fossdick.

THE CIGAR STORE MAGAZINE is \$1 a year—1,000 labels free.

Please mention **THE CIGAR STORE MAGAZINE**

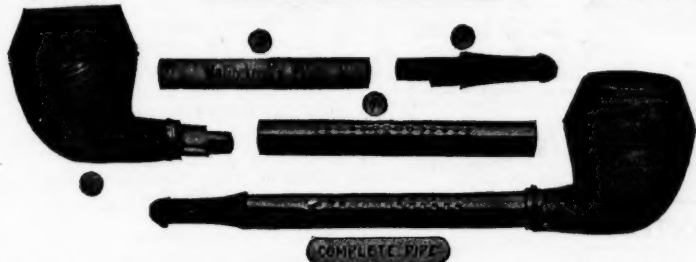
The Pipe of the Century

If you have never indulged in the luxury of a

Nicotine
Absorbent and

"Mallinckrodt Patent"

Ventilated
Smoking Pipe.



You have certainly missed one of the greatest enjoyments of your life. As the oldest manufacturers of Smoking Pipes in the United States, having during the past forty years made every description in use within that time, we confidently assert, that for *perfect cleanliness, beauty and simplicity of design, as well as comparative cheapness*, no Pipe ever invented has received such *unbounded approval* as the "Mallinckrodt," and we unhesitatingly endorse and guarantee its merits in every particular. In 1898 alone we sold over 100,000, and the demand has only just commenced. There is big money in them; many dealers make them a specialty and are reaping a harvest of trade in their respective localities. Although a patented article, yet for a genuine *French Briar Pipe* they cost but a trifle more than the ordinary every day pipe, and, when once used, smokers will never be satisfied with anything else.

Send for illustrated circular C. S. and price list with numerous unsolicited testimonials of endorsement.

HARVEY & WATTS CO., Sole Manufacturers,

275 CANAL ST., NEW YORK.

Station E, Philadelphia

Perfecto Electric

CIGAR LIGHTER
AND CUTTER...

YOU DON'T HAVE TO WIND IT UP.
YOU DON'T HAVE
TO "SET IT UP."
IT WILL NOT PLAY OUT.
NO BATTERIES.

Works the Best of Anything Ever
Used on a Cigar Stand.

Not in Competition with Other Lighters Except
that Prices are Lower.

We have a dozen ways of
Putting on Advertising.

Embossing it on the Leather in Gold or Silver
Leaf makes a fine display.

Write us for Samples and Quotations
on Quantities.

The Abbott Electric & Mfg. Co.

74 Frankfort Street,
CLEVELAND, O.



Finished in Red, Blue, Green or Black
Leather or Quarter Sawn Oak.

Interior of Machine.

IT IS HANDSOME.

Cigar Stores should ask their jobbers for one or write us as to where they can get one.

Please mention THE CIGAR STORE MAGAZINE.

THE CIGAR STORE MAGAZINE.

BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$25 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly. We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

CONSOLIDATED TYPEWRITER EXCHANGE,
241 BROADWAY, NEW YORK CITY.
Telephone, 5389 Cortlandt.

PROFITABLE

SIDE LINE

for Cigar and Tobacco Salesman calling on retail trade. Magnificent proposition that will increase your income largely.

Address,

"REFERENCES,"

Care The Cigar Store,
50 Times Bldg., N. Y.

"It's all in the Lens"

Our Lenses are Famous.



Use the
KORONA CAMERAS

We invite the attention of photographers to these Cameras; to the unequalled character of the lenses used, to the nicety of manufacture, and to the moderate prices. In these particulars they are unique.

These Cameras are made in all sizes and styles, and all equipped with our famous lenses.

Send for a Catalogue.

Gundlach Optical Co.
Rochester, N. Y.

Wanted A Hustler.

We want a hustling representative in every city and town in the country to solicit subscriptions for THE CIGAR STORE MAGAZINE at \$1.00 a year, with 1,000 Gummed Stickers of the retailer's name and address, free of charge

It is easy and profitable employment, and will take but little of your leisure time. Write for liberal terms and particulars.

THE CIGAR STORE MAGAZINE,
50 Times Building, New York.

A young man, a member of the smart set at Newport, recently wrote to a big cigarette firm of New York, asking what the firm would give for 10,000 of the covers of its packages. He received the answer: "Nothing. But save as many more and we will buy you a coffin."

Wrong Kind of Advertising.

Joseph Lipsky and Fred E. Cook blackened their faces, dressed themselves fantastically and walked about the streets of Syracuse, N. Y., advertising a cigar store. Cook was arrayed as a woman. Both men were arrested for disorderly conduct and their employer has not yet made up his mind whether that sort of advertising pays or not.

The cigar factory of Gustav Boehm, a mile out of Allegheny City, Pa., was destroyed by fire on the 10th and his house adjoining the factory was badly damaged. The loss was \$1,000 and it is believed the fire was of incendiary origin.

A Profitable Investment.

Send us one of your business cards or cigar bags and let us make up 1,000 Gummed Labels (stickers) for you, and send you THE CIGAR STORE MAGAZINE for one year. All for \$1—the best investment you can possibly make, and you'll say so too, inside of three months.

Please mention THE CIGAR STORE MAGAZINE.

Strictly Havana Filler

La Cubina

High Grade Nickel Cigar

\$35⁰⁰ per 1,000

SAMPLES ON APPLICATION, GRATIS

JOSEPH KRAUS CO.

Mfrs. of Fine Cigars,

2d Ave. and 84th St.,

NEW YORK.

Perfection at Last...

A NICOTINE CATCHER

That has none of the objections usually in found this class of pipes

The Most Simple and Practical Device Ever Produced for this Purpose and Insures a Clean, Dry and Healthful Smoke. Nothing to Throw Away and Renew.



The Attachment is Indestructible; ALWAYS IN ORDER. No Experiment.

The attachment is made of bone, no metal, and remains in the pipe while you smoke. The head sprays the smoke, and in doing so cools it, so it does not irritate or burn the end of the tongue.

NO NICOTINE CAN ENTER THE SYSTEM. SATISFACTION GUARANTEED.

To clean, simply remove the attachment and wipe it off. Manufactured at present in three styles. Retail Prices, complete with attachment.

Solid Hard Rubber, Vulcanized Bit and Sweet French Briar Bowl, \$.50

Genuine Amber, \$2, in Case 2.75

Genuine Meerschaum, in Case 6.00

203 Pipes Sold in One Day in Ton When First Introduced.

SPECIAL TERMS TO DEALERS.

W. O. BLASE

Inventor and Manufacturer

Knickerbocker Bldg., Room 14,

Cor. Fifth Ave. and Fourteenth Street.

NEW YORK CITY.

Please mention THE CIGAR STORE MAGAZINE.

Just What You Want...

1000 Gummed Labels and
The Cigar Store, one year **\$1**



We Will Give You...

- ✧ 1000 Gummed Labels, with your name, business, address, etc., neatly printed thereon, with a year's subscription to THE CIGAR STORE, for only \$1.00. The labels alone would cost you more, while THE CIGAR STORE, a Monthly Magazine for the Retailer,—handsomely illustrated and printed on fine paper, containing timely articles, trade talks, correspondence, and items on the trade generally, especially adapted to the needs of the man behind the counter; also "Window Dressing Department," with illustrations of up-to-date windows and what you want to know about making your window attractive and increasing your sales—is exactly what you want, and will help you in many ways.

A. SCHULTE,
Cigars and Tobacco
39 Park Row,
NEW YORK.

EXACT SIZE.

There are a thousand ways you can use these little business-getters in advertising your business and keeping your name continually before smokers generally. "Out of sight is out of mind," unless you stick 'em on boxes of cigars, packages of tobacco, cigarettes, boxes of matches, etc., and then they simply cannot forget you. Put 'em on everything.

Our Label Printing Department turns 'em out by the millions, and we will furnish labels to subscribers at rock-bottom prices. One thousand is not enough for you? Well, we will give you

3,000 Gummed Labels, with a year's Subscription, for \$2.00
6,000 Gummed Labels, with a year's Subscription, for 3.00
9,000 Gummed Labels, with a year's Subscription, for 4.00
12,000 Gummed Labels, with a year's Subscription, for 5.00

Cash to accompany all orders.

Tell us what you want on your labels (the less reading matter it contains the better it will look), and send in your order to-day enclosing money or express order. Please write plainly, giving full address. Labels will reach you by mail in about two weeks.

10c. A COPY.
\$1.00 A YEAR.

THE CIGAR STORE MAGAZINE...

50 Times Building, New York.

Please mention THE CIGAR STORE MAGAZINE.

Principe Alfonso

ALL  
HAVANA



25c. PER
BUNDLE

THEY SELL FREELY TO BEST CLASS OF TRADE

S. OTTENBERG & BROS., Makers,
New York and Tampa.

HEALTH CIGARS



NICOTINE

Made Harmless

Without Affecting the Fine
Flavor of the Tobacco.....

By a wonderful process discovered after years
of experiments by Dr. Gerold of Halle Univer-
sity, Germany, the greatest living authority on
Nicotine Poisoning and Tobacco Heart

HEALTH CIGARS

May Be Smoked Freely as they do not Affect the Most Sensitive System
Used Exclusively by the Czar of Russia and His Court,
under advice of the Imperial Physician

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